

Get Cooled– SEO Progress & Strategy Report

<https://getcooled.com/>

1. Overview

This report outlines all SEO efforts made to date for Get Cooled, including keyword research, on-page & technical implementation, content development, and performance statistics.

2. Work Completed So Far

Keyword Research:

- Comprehensive keyword research completed for services and cities.
- Targeted Tank services.
- Local SEO focuses on Campbell, Santa Clara, and San Jose

Attached:  R & R SEO

Content Created:

- SEO-optimized content written for all primary service pages.
- Blog calendar and topics created for relevant seasonal/local content.

Attached:  R & R SEO

On-Page SEO:

- Meta titles, descriptions, and headings optimized.
- Image alt tags and filenames updated.
- Internal linking structure improved.
- City Pages Creation

Technical SEO:

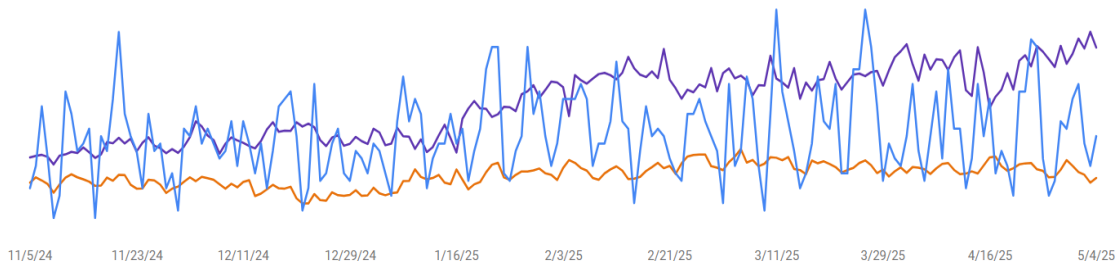
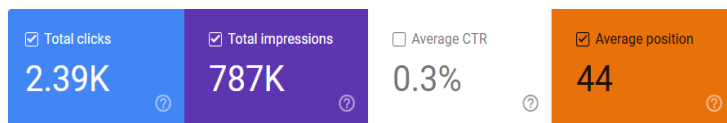
- Sitemap submitted.
- Mobile-friendliness and speed reviewed.
- Robots.txt optimized.

3. Strategy Implemented

- Developed Pillar & Sub-Pillar content structure.
- Guest Posting and directory submissions.
- Geo-targeted landing pages implemented.
- Improved NAP consistency across web assets.
- Strong Internal linking

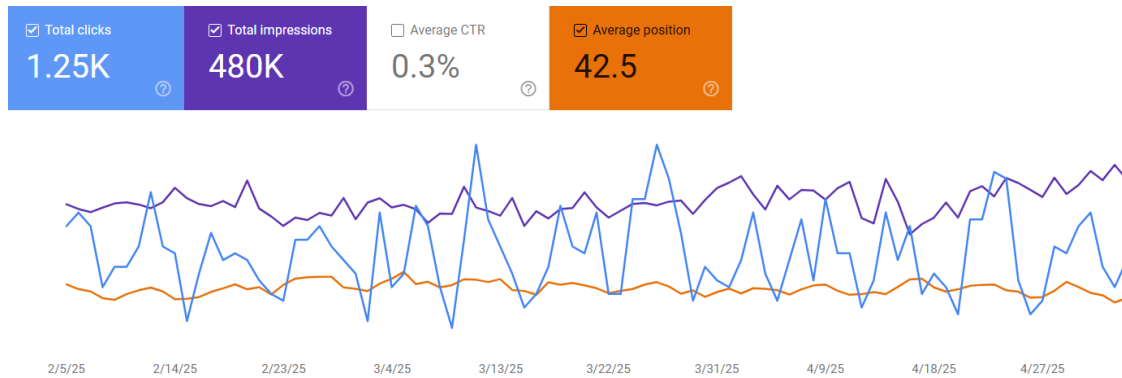
4. Current SEO Performance

- Total Clicks: 2.39K
- Total Impressions: 787K
- Average CTR: 0.3%
- Average Position: 44



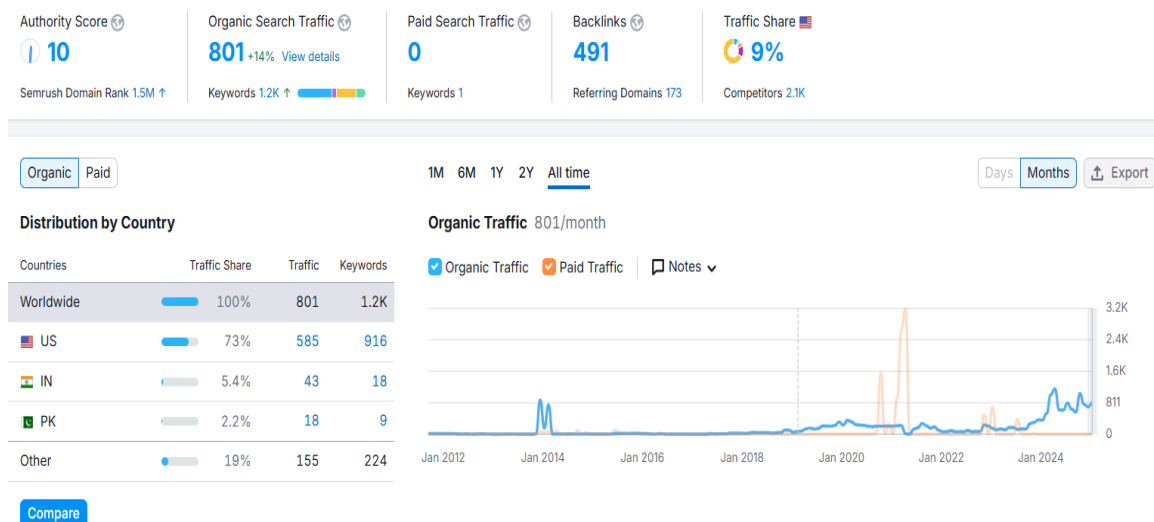
 Previous Quarter (2/2/24 – 1/05/25):

- Clicks: 1.25K
- Impressions: 480K
- CTR: 0.3%
- Avg. Position: 42.5



SEMrush Stats:

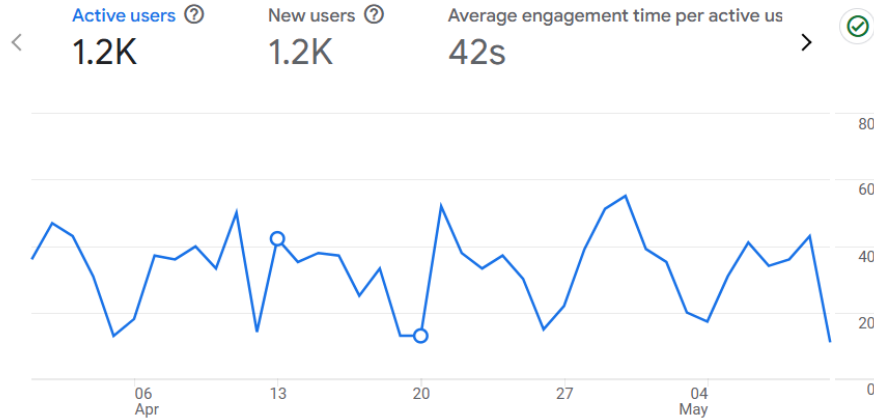
- Organic Search Traffic: 801
- Organic Keywords: 1167
- Traffic Cost: \$8K
- Semrush Rank: 1.5M
- Backlinks: 491 from 173 Referring Domains
- Top Organic Keywords: 'refrigeration contractors', 'air conditioning and refrigeration'



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Acquisition overview

Custom

New users by First user primary channel grou...

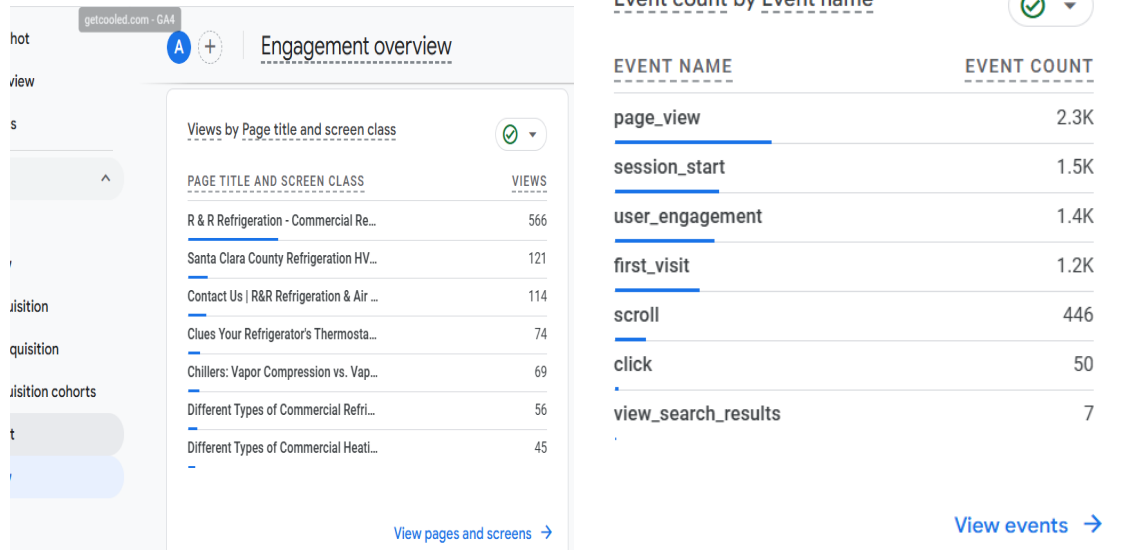
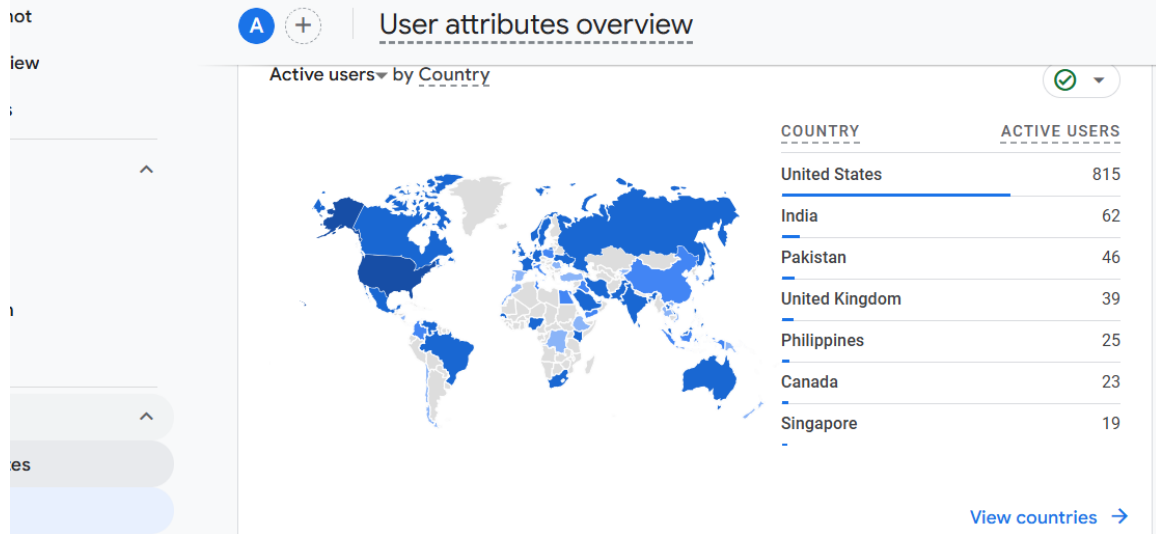
FIRST USER PRIMARY CHA...	NEW USERS
Organic Search	616
Direct	453
Paid Search	122
Referral	28
Organic Social	3
Cross-network	1

[View user acquisition →](#)

Sessions by Session source

SESSION SOURCE	SESSIONS
google	812
(direct)	520
bing	74
yahoo	19
downtobid.com	12
duckduckgo	12
chatgpt.com	9

[View traffic acquisition →](#)



5. Next Steps

- Continue publishing location-based blogs.
- Build backlinks from niche construction directories.
- Expand to surrounding towns that are not yet covered.
- Monitor core web vitals and fix remaining issues.